

WRAP Talk 2005

The Waste Reduction Awards Program (WRAP), established by the California Integrated Waste Management Board in 1993 to recognize private organizations that develop innovative and aggressive programs to reduce solid waste, has bestowed honors on more than 12,280 California businesses and nonprofit organizations. WRAP recipients are vital participants in their communities' efforts to achieve the State mandate on cities and counties by sending less trash for landfill consumption.

Progress and Challenges

Nearly 16 years ago, precedent-setting California legislation established one of the most ambitious waste management goals in the country—50 percent diversion for the Golden State. Thanks in great part to the innovative, resource-efficient practices of WRAP winning businesses, California averaged 47 percent diversion in 2003.

Since 1990, California has kept more than 300 million tons of reusable and recyclable materials out of landfills, thus reducing the impact on the environment while conserving valuable resources. This is a success story in a state that generates an estimated 76 million tons of waste each year. Due to the voluntary diversion of materials from the waste stream by the business sector, this represents an outstanding commitment to environmental protection.

Last year, the CIWMB recognized 1,403 California businesses statewide with the WRAP 2004 awards. WRAP winners reported they cumulatively saved more than \$135 million dollars. Additionally, these businesses also diverted more than 1.8 million tons of waste destined for California landfills. Progress continues to take place.

With California facing unforeseen economic challenges, State and local government agencies are also confronted with diminishing revenues and

rising costs. As the business community strives to succeed and stay afloat economically, their waste reduction consciousness and recycling activities have become a much greater priority.

WRAP winning businesses demonstrate annually that managing discards responsibly can be profitable. The business sector and the public are being educated beyond the common idea of beverage container collection. In addition to buying products manufactured with recycled content, many materials are being reused or recycled. This creates innovative waste prevention activities and provides additional job opportunities.

CIWMB is committed to assisting both the business community and local governments to find economic opportunities through the implementation of the waste management hierarchy and the Board's 2001 Strategic Plan. Goals range from increasing environmental management systems awareness to waste diversion measurements, expanding sustainable markets and public education, regulating facilities, and promoting a zero waste California. The CIWMB's work is both diverse and widespread.

In 2003, California diverted from disposal 47 percent of the 76 million tons of solid waste it generated. The remaining 53 percent is the next challenge. With the ongoing efforts of WRAP participating businesses, California will continue to make progress toward its statewide zero waste goal.

WRAP 2005 Application Tips

- The WRAP 2005 Application and Resource Guide will be available online at www.ciwmb.ca.gov/WRAP/.
- WRAP's open application period is April 1 through June 30, 2005.
- No late applications will be accepted.

- All California businesses and private nonprofits are eligible to apply.
- Apply as an individual business OR as a multiple-site organization. Only ONE application need be submitted annually.
- Read instructions thoroughly before proceeding.
- Provide a response to EACH question on the application. In addition to answering ALL questions, please provide the following:
 1. An environmental policy.
 2. A media profile paragraph.
 3. An authorized signature.

Zero Waste

Zero Waste is a new vision for a new millennium. It is a goal, a process, a way of thinking that profoundly changes our approach to resources and production. Not only is Zero Waste about recycling and diversion from landfills, it also restructures production and distribution systems to prevent waste from being manufactured in the first place. Materials that are still required in these re-designed, resource-efficient systems will be recycled back into production.

- Zero Waste requires preventing rather than managing waste.
- Zero Waste turns discarded resources into jobs instead of trash.
- Zero Waste supports an economy that provides for a comfortable society without robbing the future.
- Zero Waste emulates natural systems where everything that wears out or dies becomes food or shelter, however temporarily, for something else—giving rise to a vibrant yet efficient flow of energy and resources.

(Source: GrassRoots Recycling Network, © 1996–2005, www.grrn.org/zerowaste/grrn1.html.)

CIWMB's 6th Annual Environmentally Preferable and Recycled Product Trade Show

The California Integrated Waste Management Board (CIWMB) is hosting the 6th Annual Environmentally Preferable and Recycled Product Trade Show. The show will be held April 6–7, 2005, at the Ontario Convention Center, Ontario, California, from 9:00 a.m. to 3:00 p.m. each day. Admission is free.

The trade show, held in conjunction with CIWMB's 6th Annual Waste Tire Management Conference, showcases environmentally friendly companies and focuses on waste reduction. Attendees are educated on smart purchasing, best-value manufacturing, job creation opportunities, environmental and economic benefits, and increasing environmentally preferable product (EPP) sales while minimizing the impact on California's limited natural resources. For more information, visit www.ciwmb.ca.gov/BuyRecycled/Events/TradeShow/.

2004 WRAP of the Year (WOTY) Winning Businesses

Each year, 10 outstanding California businesses are acknowledged as industry leaders for successful implementation of their resource-efficient practices and aggressive waste reduction, reuse, and recycling programs. The following 2004 WRAP of the Year winning business voluntarily reduced their business waste and initiated a cost savings to their bottom line:

American Honda Motor Inc. Company in Torrance diverted more than 2,115 tons of materials from disposal by recycling paper and cardboard, metal, aluminum cans, plastic, and glass with an estimated cost savings of \$207,240. WRAP winner from 1999–2004 (6 years). Visit Honda at www.honda.com.

Eco-Pop Designs in Moss Beach diverted an estimated 4 tons of materials last year and saved their business more than \$5,500 due to the company's ongoing waste reduction efforts. WRAP winner from 1994–2004 (9 years). Visit Eco-Pop at www.ecopopdesigns.com.

Friedrich-Houston Enterprises in Lomita has diverted more than 44 tons of waste through recycling efforts this past year with an approximate cost savings of \$650. WRAP winner from 1994–2004 (11 years). Contact Friedrich-Houston at (310) 534-3681.

Frito-Lay Modesto reduced waste destined to be landfilled by 12,000 tons with an estimated cost savings of \$800,000 through various methods of waste reduction activities. WRAP winner from 1998–2004 (7 Years). Visit Frito-Lay at www.fritolay.com.

Lockheed Martin Aeronautics Company in Palmdale minimized waste disposed through recycling, donations, reuse, and employee sales in the amount of 1,397.54 tons and saved an estimated \$349,385 in disposal costs. WRAP winner in 2003 and 2004 (2 years). Visit Lockheed at www.lockheedmartin.com.

The Los Angeles Zoo and Botanical Gardens' recycling program diverted 74.7 percent of waste from landfills last year, which equates to more than 4,300 tons of waste diverted and a cost savings of approximately \$58,000. WRAP winner in 2001 and 2004 (2 Years). Visit the L.A. Zoo at www.LAZOO.org.

Nomad Café in Oakland composts 95 percent of waste produced on-site. The waste is recycled through a local food waste program. Nomad diverted more than 12 tons of waste last year through proactive recycling and direct involvement of their customers. First year as WRAP award winner (2004). Visit Nomad at www.nomadcafe.net.

Northstar-at-Tahoe in Truckee reduced packaging and food waste, and they increased recycling and education for employees and customers alike. They realized a cost savings of approximately \$200,000 by diverting approximately 275 tons of waste. WRAP winner from 1997–2004 (8 Years). Visit Northstar at www.northstarattahoe.com.

Quady Winery in Madera developed a recycling program for production and office materials, cutting their total waste in half and diverting 74

tons of materials from the landfill. They estimated a cost savings of \$20,000 through their waste reduction efforts by composting or recycling 99.3 percent of waste generated by the winery. WRAP winner in 2003 and 2004 (2 Years). Visit Quady at www.quadywinery.com.

Ricoh Electronics, Inc. (REI) in Tustin (a multiple site facility) diverted more than 2,623 tons of waste through the recycling efforts of each employee. They saved more than \$2.5 million as a result of their employee-driven Environmental Sustainability Improvement Activities. WRAP winner from 1995–2004 (7 Years). Visit Ricoh at www.rei.ricoh.com.

Sustainability

Our Common Future: The World Commission on Environment and Development (G. Brundtland, editor, Oxford University Press, 1987) defines sustainability as “meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.”

Nomad Café, a 2004 WRAP of the Year (WOTY) winning business in Berkeley, shares a message on their philosophy of sustainability. “It’s not enough to be environmentally green,” says Nomad Café owner-entrepreneur Christopher Waters. “We also have to be politically and socially green.

“It’s up to us to create a green infrastructure so that others will be inspired to join the movement, one new person, one new business, one new community at a time....The Nomad is an example of how the ‘little guys’ can build community and inspire people to use small footprints to make great strides. Composting, recycling, nontoxic materials, Fair Trade—to some people, these efforts we make may seem insignificant in the grand scheme of global corporate industry, but we’re planting seeds for a greener future.”

Landscape Management

The use of sustainable landscaping practices (grasscycling, composting, Integrated Pest Management, proper watering, fertilizing, and pruning) can produce appealing landscapes and increase property value while reducing

maintenance costs, impacting a business's bottom line, and protecting the environment. Landscapes that are not managed efficiently could increase maintenance costs, waste natural resources, and pollute the environment. For more information, visit www.ciwmb.ca.gov/Organics/Landscaping. Following are two examples of effective landscape management.

When Del Conte's Landscaping, Inc. began grasscycling at Contempo in Union City, California, the need for approximately 80 staff hours in mowing labor decreased to 48 staff hours per week. This waste prevention activity resulted in a 40 percent savings in labor and an approximate cost savings of \$1,385 per month. Visit Del Conte's at www.dclandscaping.com/.

In 2001, Rubicon Landscape Services bought a chipper grinder and initiated a Green Waste Recycling Project. Landfill disposal fees were then reduced from \$45,000 per year to less than \$5,000 per year. Previously, Rubicon spent \$2,500 a year purchasing mulch, but the company is now saving money by producing their own. Visit Rubicon Landscape at www.rubiconlandscape.com/.

Green Building Practices

The California Department of Housing and Community Development estimates the need for more than 220,000 housing units to be added annually through the year 2020 to keep up with population growth in California. Rapid growth continues to strain our environment and our natural resources.

One way to help mitigate this impact is through the use of green building design and construction strategies. Clarum Homes in Palo Alto believes in incorporating various green building practices into their housing development projects. Standard features in recent projects include photovoltaic panels, tankless water heaters, and recycled-content plastic lumber decking.

Along with these standard options, Clarum offers other environmentally preferable options in their design centers, including bamboo flooring and low-VOC paint. Recently, the company has established a 75 percent waste diversion goal,

having met the 50 per cent goal in Watsonville's Vista Montana project. For more information, see Clarum Homes at www.clarum.com. For further information on Green Buildings, go to www.ciwmb.ca.gov/GreenBuilding/.

Recycling Market Development Zone Loans

CIWMB's Recycling Market Development Zone loan program has \$11 million available to California manufacturers located in one of the 39 designated Recycling Market Development Zones statewide. The loans typically go to California manufacturers who use non-hazardous solid waste to manufacture a recycled-content feedstock or raw material or produce a recycled-content product. The program offers loans of up to \$2 million with repayment terms from 10 to 15 years at a below-market fixed interest rate. For more information see www.ciwmb.ca.gov/RMDZ/, or e-mail to loans@ciwmb.ca.gov, or call (916) 341-6530.

Electronic Waste Recycling

January 1, 2005, marked the beginning of a new era in California for both the purchasing and end-of-life management of certain electronic products. The California Electronic Waste Recycling Act, as enacted by Chapter 526, Statutes of 2003 (Sher, SB 20) and amended by Chapter 863, Statutes of 2004 (Sher, SB 50), establishes a funding mechanism to develop a system to provide convenient recycling opportunities for "covered electronic wastes" (CEW).

An Electronic Waste Recycling Fee will now be assessed on certain "covered electronic devices" (CED) sold in California. "Covered" means covered by the law, and includes most video display products such as computer monitors and televisions. The fee, ranging from \$6 to \$10 depending on screen size, will be collected at the time of retail sale to California consumers. This fee is also charged on Internet and catalog sales.

Collected fees will be deposited in an Electronic Waste Recovery and Recycling Account managed by the State of California and will be used to

provide payments to authorized collectors and recyclers, fostering the development of recycling opportunities and offsetting the cost of properly managing these types of products at the end of their useful lives. Due to hazardous components, it is unlawful to dispose of most covered electronic devices with regular municipal waste.

It is important to note that the Electronic Waste Recycling Fee is not a deposit, and that the covered products do not contain “redemption value,” as do many beverage containers in California. Consumers are not entitled to reimbursement of the fee when covered products are recycled. Rather, the intent of the fee is to reduce, or eliminate, the costs associated with properly recycling this material when it becomes waste.

Those electronic products classed as CEDs, which when discarded become covered electronic wastes, include the following: cathode ray tubes (CRT) contained in televisions and computer monitors, liquid crystal display (LCD) computer monitors, and laptop computers. Beginning July 1, 2005, LCD and plasma screen televisions will be added.

For more information on the California Electronic Waste Recycling Act, or electronic waste reuse and recycling opportunities, visit California’s new web portal for e-waste information at www.eRecycle.org.

Batteries and Fluorescent Lamp Recycling

Educate your business partners and customers now. In less than a year, all batteries and fluorescent lamps will be banned from the trash! Download “Keep Out of the Trash” stickers and posters to promote the recycling and safe disposal of batteries and fluorescent lamps and tubes. Electronic files for printing these items from your PC, and special electronic files for professional reproduction, are available at the links below. These stickers and posters contain a brief informational message and a web address for further information at www.zerowaste.ca.gov.

Hazardous waste regulations designate a category of hazardous wastes called “Universal Waste.” This category includes many items, including fluorescent lamps and batteries. In general, universal waste may not be discarded in solid waste landfills. However, under California’s Universal Waste Rule, specified waste generators and households have been permitted to send specified universal wastes, including batteries and fluorescent lamps and tubes, to landfills.

This disposal allowance expires on February 8, 2006. After this time, no one in California will be allowed to place batteries and fluorescent lamps and tubes in the trash. For more information, contact Don Van Dyke at dvandyke@ciwmb.ca.gov or (916) 341-6615.

Battery Posters and Stickers:

www.ciwmb.ca.gov/BizWaste/Posters/Batteries.htm

Fluorescent Lamp Posters and Stickers:

www.ciwmb.ca.gov/BizWaste/Posters/Lamps.htm

Universal Waste Information:

www.ciwmb.ca.gov/WPIE/HazSub/UniWaste.htm

2005 Governor’s Environmental and Economic Leadership Awards (GEELA)

The California Integrated Waste Management Board’s Waste Reduction Awards Program (WRAP) urges all eligible organizations to seek the recognition they deserve for helping to make California a great place to live and work. In addition to applying for the annual WRAP honors, we encourage our WRAP constituents to consider pursuing the 2005 Governor’s Environmental and Economic Leadership Awards (GEELA).

GEELA represents the State’s highest and most prestigious environmental honor. The awards recognize achievements by individuals, organizations, and businesses related to the conservation of California’s precious resources, protection and enhancement of California’s environment, and the building of public-private partnerships.

Currently, the 2005 competitive GEELA categories include the following areas:

- 1) Children's environmental education.
- 2) Sustainable practices and facilities.
- 3) Environmental-economic partnerships.

Additional categories for GEELA will be forthcoming upon completion of the application now in progress. The 2005 GEELA application will be available at www.calepa.ca.gov/Awards/GEELA/. This year's GEELA applications will be due in early June 2005. For Governor's Environmental and Economic Leadership Awards questions, contact Leslie Ford, California Environmental Protection Agency (Cal/EPA), at (916) 322-7649.

Waste Reduction Resources for California Businesses

The California Integrated Waste Management Board maintains a vast collection of resources to assist organizations in preventing waste, recycling, and purchasing environmentally preferable products. The Board website includes the following:

Business Waste Reduction

Increase efficiency and save money by using many business waste reduction resources at www.ciwmb.ca.gov/BizWaste/.

California Materials Exchange (CalMAX)

A resource for available or wanted materials is located at www.ciwmb.ca.gov/CalMAX/ or at www.CalMAX.org.

Electronic (E-Waste) Product Management

Learn about the California Electronic Waste Recycling Act and electronic waste reuse and recycling opportunities at the new e-waste web portal at www.eRecycle.org.

Food Scrap Management

Compost and save money on disposal costs. Information and resources are provided to help reduce food waste at www.ciwmb.ca.gov/FoodWaste/.

Organics (Sustainable Landscaping)

Landscaping can produce significant economic and environmental benefits. See www.ciwmb.ca.gov/Organics/.

Packaging Materials Management

A variety of resources regarding efficient packaging and distribution methods is available at www.ciwmb.ca.gov/Packaging/.

Paper Management

Reduce unnecessary office paper consumption and learn about recycled-content paper at www.ciwmb.ca.gov/Paper/.

Plastics Management

Learn about resources for managing plastics at www.ciwmb.ca.gov/Plastic/.

Recycled-Content Products (RCP) Directory

Locate recycled-content products, manufacturers, distributors, and reprocessors who produce recycled products or process the materials used to make them at www.ciwmb.ca.gov/RCP/.

Recycling Market Development Zone (RMDZ) Loan Program

Qualify for an RMDZ loan, a partnership between local governments and CIWMB, by using secondary materials from the waste stream as feedstock for manufacturing processes. Visit www.ciwmb.ca.gov/RMDZ/.

RecycleStore Catalog

Contact California manufacturers of recycled-content products at www.ciwmb.ca.gov/Recyclestore/.

Reuse Assistance Grants

CIWMB's Reuse Assistance Grant program provides opportunities for local governments, who may partner with business and nonprofit organizations. See www.ciwmb.ca.gov/Reuse/.

State Agency Buy Recycled Campaign (SABRC)

Suggestions on how to purchase recycled-content products and improve the markets for them are available at www.ciwmb.ca.gov/BuyRecycled/StateAgency/.

Sustainable (Green Building) Design

Learn about cost-efficient building operations and resource efficiency, while creating healthier buildings at www.ciwmb.ca.gov/GreenBuilding/.

Tire Management

Information on the CIWMB Tire Program and tools for management of waste tires is available at www.ciwmb.ca.gov/Tires/.

Used Oil Recycling Program

The Used Oil Recycling Program provides a statewide network of collection opportunities and used oil education. See www.ciwmb.ca.gov/UsedOil/.

Waste Reduction Awards Program (WRAP)

California businesses and nonprofits may apply for an opportunity to gain public recognition for their voluntary efforts to reduce their own waste at www.ciwmb.ca.gov/WRAP/.

Waste Stream Profiles

A database of jurisdictions and summary of information regarding solid waste management issues in California is located at www.ciwmb.ca.gov/Profiles/.

Further Information

For further information, e-mail the WRAP Program at WRAP@ciwmb.ca.gov, or call Piper L. Miguelgorry, WRAP Program Coordinator, at (916) 341-6604 or fax to (916) 319-7699.

Waste Reduction Awards Program (WRAP)

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Carl Washington, Board Member

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Mark Leary, Executive Director



Join Governor Schwarzenegger to Keep California Rolling. Every Californian can help to reduce energy and fuel consumption. For a list of simple ways you can reduce demand and cut your energy and fuel costs, Flex Your Power and visit www.fypower.com.